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DOCKET NO. MET1.0025

PATENT APPLICATION

COMBINED DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION

As a below named inventor of an invention titled SYSTEM, METHOD, AND SOFTWARE APPLICATION FOR TARGETED ADVERTISING VIA BEHAVIORAL MODEL CLUSTERING, AND PREFERENCE PROGRAMMING BASED ON BEHAVIORAL MODEL CLUSTER, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name,

METHOD, AND S	listed below) of the subject OFTWARE APPLICATION	matter which is claim N FOR TARGETED	(if only one name is listed below) or an original, first and joint inventored and for which a patent is sought on the invention entitled SYSTEM, ADVERTISING VIA BEHAVIORAL MODEL CLUSTERING, AND EL CLUSTER the specification of which (check one)
	us attached hereto		Application Serial Noand was amended on (or amended through) (if applicable)
as amended by any	I hereby state that I have ramendment(s) referred to about	eviewed and understan	d the contents of the above-identified specification, including the claims,
Title 37, Code of Fe	I acknowledge the duty to ederal Regulations, Sec. 1.56		nich is material to the examination of this application in accordance with
or inventor's certific before that of the ap	I hereby claim foreign prio ate listed below and have als plication on which priority is	o identified below any	e 35, United States Code, Sec. 119 of any foreign application(s) for patent foreign application for patent or inventor's certificate having a filing date
Prior Foreign Appli	` '	riority laımed	
Number Country	Day/Month/Year Filed Y	es X No	
andianian(s)	I hereby claim priority bene	efits under Title 35, Un	nted States Code Sec. 119(e) of the below listed United States provisional
application(s): 60/260,745	January 9, 2001	L	
Appln. Serial No.	Filing Date	_	
by the first paragrap	t matter of each of the claims h of Title 35, United States (ulations, Sec. 1.56(a) which of	of this application is n Code, Sec. 112, I ackn	tates Code, Sec. 120 of any United States application(s) listed below and, of disclosed in the prior United States application in the manner provided owledge the duty to disclose material information as defined in Title 37, ingidate of the prior application and the national or PCT international filling
Appln. Serial No.	Filing Date Status (pat	ented.	

pending, abandoned)

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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

I/(We) hereby appoint the following attorneys to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith: KENNETH L SHERMAN, Registration No. 33,783; MICHAEL ZARRABIAN, Registration No. 39,886; and MILORD KESHISHZADEH, Registration No. 43,333 of

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with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith, and all future telephone calls and correspondence should be directed and/or addressed to Kenneth L. Sherman, Sherman & Sherman. Full name of sole or first inventor: Isaac Bentolila Inventor's signature: Date: Residence: 2655 Keystone Avenue, Santa Clara, California 95051 Citizenship: Israel Post Office Address: Same as above Full name of sole or second inventor: Yiming Zhou Inventor's signature: Date. Residence: 4800 La Habra St., Union City, California 94587 Citizenship: British Post Office Address: Same as above Full name of sole or third inventor: Isaac Labeeb Ismail Inventor's signature: Date: Residence: 1369 Hyde Street #35, San Francisco, California 94109 Citizenship: Indian Post Office Address: Same as above Full name of sole or fourth inventor: Richard Humpleman Inventor's signature: Date: Residence: 343 Lower Vintners Circle, Fremont, California 94539 Citizenship: British Post Office Address: Same as above CERTIFICATE OF MAILING BY "EXPRESS MAIL" I hereby certify that this paper of fee is being deposited with the United States Postal Service or date: , in an envelope as "Express Mail Post Office to Addressee" Mailing Label Number _ addressed to the: Assistant Commissioner for Patents, Washington, D.C. 20231 (Type or print name of person mailing paper) G:\KLS\MET1\MET1.0025\COMBDEC.25